



CALPEEK

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DEMOS LIKE THE NEW BROWN PACKAGING, BUT WILL FLAP OVER ENDORSEMENT DISAPPEAR???

Editor's note: CALPEEK attended the April 15-17 CDP convention in L.A. The theme was supposed to be **unity**. It didn't exactly turn out that way. Here is our report & analysis...

...Demo consultant Clint Reilly has done an excellent job in 3 weeks retooling the floundering gubernatorial campaign of Kathleen Brown. It's all in the **packaging & focus** and it could be easily seen in new graphics, buttons & brochures. The new theme is "America's Best Treasurer *To Revive America's Worst Economy*" and the new campaign focus --- create 1 million new jobs. In terms of specifics, they remain almost the same as before, but have been re-packaged. There's also a new team (see story inside) and a new regional strategy (traveling to the boondocks)...

...*However*, having said all this positive stuff about Brown and her revitalized campaign, there is still the belief by some that Brown's chief rival, John Garamendi, has **no plans** to drop his hard hitting attacks, claiming Brown got an *advanced look* at questions that were being asked by an endorsement panel from the CA Teachers Assn. (CTA). In the end, CTA did not endorse either Demo...

...The flap is very much "inside baseball" stuff and opinion is divided as to whether this story has legs. Garamendi's media consultants, Doak, Shrum et al, say they will be able to produce a *hit* spot that voters will understand. It's the **character issue** - cheating on an exam. Will Garamendi have the bucks to back up such a campaign? He said he was putting more of his own money into the campaign, but declined to say exactly how much. So far, the public seems somewhat puzzled, which is why these allegations resemble the Whitewater story in D.C. Lots of smoke, but not much else --- so

far --- but reporters are still digging...

...When the allegation first surfaced, there was a *smoking gun* in the form of a \$175,000 contribution from Brown to The Cmt. to Protect the Political Rights of Minorities (CPPRM), a PAC controlled by CTA political director Alice Huffman. The PAC has nothing to do with CTA and the contribution was for "Black GOTV efforts," according to both Brown and Huffman. CALPEEK sources believe this to be true, but the timing of the contribution by Brown gives the story credibility. GOTV money of this kind is usually given during the general election, *not during a primary*. The decision to make the contribution was made by former Brown cmp. mgr. Teresa Vilmain, but was approved by Brown herself, according to sources. Sources also say the original amount requested by the PAC was larger than the amount finally agreed to. Nothing wrong, but many sources say that's a huge amount of money...

...At her news conference, Brown admitted that the timing of her contribution to Huffman's PAC was not good, but denied getting an advanced look at the questions. But Brown said Huffman gave her a very complete briefing. **Question:** did Brown have access to a last minute question not covered in the first Huffman briefing dealing with *expanding the scope of collective bargaining to include academic issues*? Stay tuned...

PART II: 1994 SPRING READERSHIP SURVEY.

Editor's note: Here is the second part of CALPEEK's 1994 Spring Readership Survey. We received 433 responses and of that number 56% described their political philosophy as **moderate**, 24% said they were **liberals** and another 20% described their political beliefs as **conservative**. CALPEEK asked its readers to provide an *evaluation* on the various contests -- as

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opposed to the question, "For whom are you voting?" Here is Part II, with analysis...

- **U.S. Senate** - CALPEEK did not ask readers to evaluate the GOP primary for this office, as most of our sources firmly believe that U.S. Rep. Michael Huffington will be the eventual winner, although the primary could be a lot closer than Huffington's campaign would like. In our November match with Huffington, U.S. Sen. Dianne Feinstein(D) clobbers Huffington --- with 88% saying DiFi wins in November, while 10% tapped Huffington and 2% offered no opinion...

...*Analysis*: While the \$10-15 million he'll eventually spend makes Huffington very competitive with DiFi in terms of money, insiders see the improving economy, DiFi's superior knowledge of CA issues, her ability to deliver the goods and her overall popularity and campaign style as reasons why DiFi is regarded as a solid favorite to win reelection...

- **Treasurer** - GOP BoE Member Matt Fong doesn't have a primary challenge, so he'll watch as State Sen. David Roberti and former CDP Chair Phil Angelides slug it out for the Demo nomination. In our readership survey, this was the *closest contest*. Roberti edges Angelides by a 48% to 44% margin, with 4% offering no opinion...

...*Analysis*: The big question is whether Demo primary voters will develop cases of "political Alzheimer's disease" --- forget that Roberti is a staunch pro-Life Demo. The new Field Poll shows Roberti with a 34% to 16% lead, with 50% undecided...

- **Insurance Commissioner** - On the Demo side, the battle is between State Sen. Art Torres and Assemblyman Burt Margolin. Torres is picked as the winner by 53% of those responding, while Margolin's is picked by 32%, with 15% offering no opinion. On the GOP side, among the top 3 candidates, Assemblyman Chuck Quackenbush is picked to win by 58%, while former Consumer Affairs Director Jim Conran gets 14% and insurance broker/businessman Wes Bannister gets 13%, with 15% offering no opinion...

...*Analysis*: On the Demo side, Torres is the runaway choice in the "Endorsement Game," but as we all know money is more important. And here is where Margolin

kills Torres. On the GOP side, Quackenbush has a huge lead in fundraising and thus many believe this is his race to win or lose. Others disagree, saying Conran and Quackenbush may split the traditional GOP vote, letting Bannister sneak in...

- **Attorney General** - Neither incumbent GOP AG Dan Lungren nor Demo Assemblyman Tom Umberg have primary battles. When matched against each other, Lungren is picked by 72% to win in November, while only 23% think Umberg will win. Another 5% offered no opinion...

...*Analysis*: This is not a surprise and it is the general feeling among most insiders that Umberg won't be able to raise the kind of war chest necessary to oust Lungren, *unless* CTA decides to target this race --- to retaliate against Lungren for his support of Prop. 174 and for his prosecution of former Schools Chief Bill Honig. Stay tuned...

1994: UPDATE ON RUN FOR STATEWIDE OFFICES

Editor's note: Here are a few items of interest regarding the June 1994 primary...

- **Brown's New Campaign Team** - The new team named by cmp. mgr./consultant Clint Reilly includes Michael Reese, who becomes deputy cmp. mgr. and will travel with Brown; S.F. consultant John Whitehurst, who takes Reese's place as press secretary/chief cmp. spokesperson; William L. Rukeyser of Sacto and Julie Buckner of L.A. become deputy press secretaries; Michael Rice, who has been doing opposition research for the CDP, becomes sr. advisor for research; Cindy Lavagetto, from Sen. Bill Lockyer's staff, is the new scheduling director; and William Bradley, a Sacto based political analyst/columnist who once worked for Garamendi, is sr. advisor for strategy & communications...

- **Garamendi Loses Labor Advisor** - Demo consultant Phil Giarrizzo has resigned as labor advisor to the Garamendi campaign because JG removed AFL-CIO staffer Tom Rankin as a member of the Workers Comp. Insurance Rating Bureau Governing Cmt. Giarrizzo called the removal *retaliation* because C.O.P.E. endorsed Brown. He said the removal of Rankin was "inappropriate"...

● **New Field Poll In Governor's Race** - In the Demo race, Tom Hayden's entry has caused damage to both Kathleen Brown and John Garamendi. Hayden shows up at 8%, while Brown has dropped from 45% to 42% and Garamendi has dropped from 30% to 25%. Gov. Pete Wilson(R) is known by 94% of all voters, but he still loses to both Brown and Garamendi. He gets 39% against both Brown(51%) and Garamendi (50%). Wilson beats Hayden by a margin of 49% to 39%, with 12% undecided...

● **U.S. Senate** - CALPEEK sources report that U.S. Sen. Dianne Feinstein(D) is rebuilding bridges in Calif.'s Central Valley, especially among GOP ranchers & growers. She had a tough time in 1990 because her support for Prop. 128 (Big Green) didn't play well with area voters. Recently, GOP rancher/grower John Harris hosted a luncheon for DiFi and sources report that most of those who attended gave DiFi high marks. Why the renewed interest in "Farmer Feinstein," as Fresno BEE political reporter Jim Boren calls her? She is viewed by growers & ranchers as being a solid insider with strong White House contacts --- and CA farmers want an influential voice with Pres. Clinton, especially on such hot topics as WATER...

...FYI: In case you missed it, as predicted, former GOP Congressman Robert Lagomarsino has officially endorsed Bill Dannemeyer for the U.S. Senate. Lagomarsino was defeated for reelection in 1992 by Michael Huffington, who spent \$5 million in the bitterly contested primary. Lago has turned over his files on Huffington to not only to Dannemeyer and Kate Squires, but also to Feinstein, but says he has no plans to endorse DiFi. More on Lago's endorsement of Dannemeyer next week...

...The new Field Poll shows Dannemeyer still ahead of Huffington, but by 1 pt. --- 19% to 18%, with Squires still at 7% and undecided at 56%. Huffington is up 11 pts. from the January Field Poll. Against DiFi, she mashes them all --- getting 57% to Dannemeyer's 31%; 56% to Huffington's 30%; and getting 57% to Squire's 27%. The Field Poll also shows DiFi with 90% name ID and Huffington at 18% name ID...

● **New Field Poll In LG GOP Primary** - Among a core sample of 333 GOP voters, State Sen. Cathie

Wright leads Assemblyman Stan Statham by a margin of 23% to 13%, with a huge 64% undecided...

● **New Field Poll In Controller's Primary** - Among a sample of 397 Demo voters, businesswoman Kathleen Connell leads with 18%, followed by Alameda Co. Sup. Don Perata at 12% and Assemblyman Rusty Areias at 10%, with 60% undecided. On the GOP side, former Assemblyman/taxpayer advocate Tom McClintock leads his chief rival, businessman John Morris, by a 23% to 18% margin, with 59% undecided...

● **New Field Poll in SOS Primary** - Former L.A. Councilman Mike Woo has a huge lead on both his Demo primary rivals with 35%, while Acting SOS Tony Miller is at 12% and Assemblywoman Gwen Moore is at 9%, with 44% undecided. Woo has 49% name ID among Demos, compared to 19% for both Miller and Moore...

3 BOND MEASURES FACE TOUGH BATTLE IN JUNE.

Editor's note: Voters will have an opportunity to approve or reject 3 key bond measures which have been placed on the June 7th ballot by the Legislature. Here is CALPEEK's brief report & analysis...

● **1A** - This is a \$2 billion proposal for earthquake recovery. The formal cmt. name is "Californians for Earthquake Recover - YES on 1A." Co-chairs include some of CA's top labor & business types: John Henning of the CA Federation of Labor; Kirk West of the CA Chamber of Commerce; Bill Campbell of the CA Manufacturers Assn.; plus lobbyist David Ackerman. The cmt. has hired Stoorza, Ziegus, Metzger & Hunt of Sacto to manage the campaign. Polling is being handled by Decision Research...

...FYI: At the CA Demo Party convention Apr. 15-17, John Garamendi said he would **reluctantly support** 1A, but said it was the wrong method to fund recovery. He favors a temporary hike in the gas tax. Kathleen Brown's response to a question by CALPEEK was that she hasn't as yet made a decision on whether or not to support 1A.. Like Garamendi, she has favored a temporary hike in taxes (sales). **However**, the YES on 1A Cmt. has a written quote from Brown (dated 4/11/94) in which she says passage of 1A is critical to Calif.'s

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economic recovery & future." The CDP is on record in *support* of 1A, 1B and 1C, as well as Props. 175 to 180...

- **1B** - This is a \$1 billion K-12 school construction bond proposal. The official committee name is "Californians for Schools." The cmt. has hired McNally Temple & Assoc. to run the campaign...

- **1C** - This is a \$900 million higher education facilities bond measure. The official committee name is "Californians for Higher Education." The cmt. has hired The PBN Co. to run the campaign...

...All three measures will be running lean because money is very tight. Some CALPEEK sources believe all three (plus the Parks & Wildlife bond measure) are already in trouble with voters. For example, a Feb. 2, 1994, survey by The Field Poll showed support for a \$1 billion earthquake bond plan was favored by just 24%, while 64% were opposed...

CALPEEK's ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

- **Are Illegals Voting In U.S. Elections?** - U.S. Rep. Buck McKeon(R-Santa Clarita) has asked the U.S. DOJ to investigate a report by KCAL-TV that illegals were being registered to vote by organized registration efforts. In CALPEEK's Apr. 4th issue, we reported on this subject after it was learned that the accused assassin of Mexican PRI presidential candidate Luis Colosio had lived in the U.S. and had twice attempted to register to vote, even though he was here illegally. How many illegals are registered? No way to tell. There may be a few --- or many thousands...

- **Gubernatorial Debates** - There's going to be at least one that we know of --- May 25, KABC Radio, hosted by Michael Jackson, live from the Beverly Hilton Hotel. The Brown campaign is now working with Garamendi & Hayden to arrange two more...

- **Candidate Questionnaire Time** - A few years back, candidates & incumbents used to receive just a handful of "candidate questionnaires" from groups who used the info to make endorsements. Today, candidates are swamped with these questionnaires. In a let-

ter to Demo Legislators, attorney Joseph Remcho has advised them NOT to fill out these written inquiries. Why? It all has to do with the FBI Sting/Capitol Corruption case. If a lawmaker answers a certain way, then gets a contribution and then votes for the group's bill or position --- you get the picture. Some think Remcho is being very cautious. But GOP consultant Allan Hoffenblum has the best advice: unless you want a group's endorsement, don't fill out anything...

L.A. FORUM SETS TALK ON INFRASTRUCTURE.

The L.A. Current Affairs Forum will host a luncheon speech May 10 featuring Charles Dickerson, pres. of the L.A. Bd. of Public Works. 11:30 a.m. reception, 12 noon lunch, Hotel Inter-Continental. For info or RSVPs, Emma Schafer (310)445-8862...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

- Russo Marsh + Assoc. has been hired to do the 44th C.D. campaign of Riverside Co. Sup. Corky Larson(R)...

- Susan Aronson has joined the Sacto PR/PA firm of Nelson & Lucas Communications as a Sr. AE. Also hired by N&LC as an asst. AE is Kevin Slagle...

- Nelson Communications Group has hired Sacto Councilwoman Deborah Ortiz as a vp. She'll work out of the N&LC office, but will service all Nelson Comm. clients. Before joining Nelson, Ortiz was COS to Demo Assemblyman Richard Polanco...

- Consultant Larry Levine has been hired to do the direct mail/consulting for 42nd A.D. Demo candidate Wally Knox...

- Sacto-based Stoorza Ziehaus Metzger & Hunt and S.F.-based Kamer/Singer & Assoc. have both won CIPRA awards, sponsored by Inside PR Magazine...

- Russo Marsh + Assoc. have been hired to run the campaign of Dr. Joseph Carrabino for Supt. of Public Instruction...